

Please Direct All Correspondence to Customer Number **26332**

REQUEST FOR CONTINUED EXAMINATION

Applicant : William P. Price et al.
 App. No : 10/022,558
 Filed : December 14, 2001
 For : AUDIOVISUAL SYSTEM AND
 METHOD FOR DISPLAYING
 SEGMENTED ADVERTISEMENTS
 TAILORED TO THE CHARACTERISTIC
 VIEWING PREFERENCES OF A USER
 Examiner : Daniel Lastra
 Art Unit : 3622

CERTIFICATE OF EFS WEB TRANSMISSION

I hereby certify that this correspondence, and any other attachment noted on the automated Acknowledgement Receipt, is being transmitted from within the Pacific Time zone to the Commissioner for Patents via the EFS Web server on:

July 26, 2007

(Date)


 Bruce S. Itzhakowitz, Reg. No. 47,677

Mail Stop RCE

Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

Dear Sir:

This Request for Continued Examination (RCE) is being made as follows:

1. Submission Required under 37 CFR 1.114:

- (X) Enclosed:
 (X) Amendment/Reply in 12 pages.

2. Fees:

FEE CALCULATION				
FEE TYPE		FEE CODE	CALCULATION	TOTAL
RCE Fee		1801 (\$790)		\$790
Total Claims	49 - 51 = 0	1202 (\$50)	0 x 50 =	\$0
Independent Claims	2 - 3 = 0	1201 (\$200)	0 x 200 =	\$0
1 Month Extension		1251 (\$120)		\$120
			TOTAL FEE DUE	\$910

- (X) An extension of time is hereby requested by payment of the appropriate fee indicated above.

Please Direct All Correspondence to Customer Number **26332**

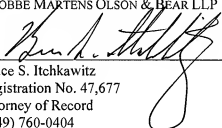
3. Payment:

(X) The amount of \$910 will be paid via EFS Web.

Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.

Dated: July 26, 2007

Respectfully submitted,
KNOBBE MARTENS OLSON & BEAR LLP



Bruce S. Itchkawitz
Registration No. 47,677
Attorney of Record
(949) 760-0404